IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Matz, et al. Attorney Docket: 01378

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Title: "SYSTEM AND METHOD FOR DEVELOPING TAILORED CONTENT"

37 C.F.R. §1.8 CERTIFICATE OF TRANSMISSION

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RESPONSE TO DECEMBER 24, 2008 OFFICE ACTION

Commissioner for Patents

The Assignee respectfully requests reconsideration and entry of the following amendment in response to the office action mailed December 24, 2008. The Assignee respectfully submits that the pending claims distinguish over the cited documents.